

APR 18 1925 /

©CLL 21367 ✓

✓ THE CHARMER ✓

✓ Photoplay in 7 reels ✓

✓ From the novel "Mariposa" by  
Henry Baerlein ✓✓

✓ Screen play by Sada Cowan ✓

Author of the photoplay (under section 62)  
Famous Players Lasky Corporation of U.S. ✓

APR 18 1925

Washington, D. C.

Register of Copyrights  
Washington, D. C.

Dear Sir:

I herewith respectfully request the return of the following  
named motion picture films deposited by me for registration of  
copyright in the name of Famous Players Lasky Corporation

The Spaniard - 7 reels

The Charmer - 7 reels

Respectfully,

FULTON BRYLAWSKI

The Famous Players Lasky Corporation  
hereby acknowledges the receipt of two copies each of the  
motion picture films deposited and registered in the Copyright  
Office as follows:

<u>Title</u>	<u>Date of Deposit</u>	<u>Registration</u>
The Spaniard	4-18-25	©CLL 21366
The Charmer	"	©CLL 21367

The return of the above copies was requested by the said  
Company, by its agent and attorney on the 18th day of  
April, 1925 and the said Fulton Brylawski for himself, and as  
the duly authorized agent and attorney of the said Company,  
hereby acknowledges the delivery to him of said copies, and  
the receipt thereof.

*Fulton Brylawski*

APR 22 1925

"The Charmer" Is 6 Reels—5,988 Feet Long

PARAMOUNT

Anything in This Press Sheet May Be Reprinted

## PRESS

Adolphe Zukor and Jesse L. Lasky present  
**POLA NEGRI**  
 in  
 A Sidney Olcott Production  
**"THE CHARMER"**  
 From the novel "Mariposa" by Henry Baerlein  
 Screen play by Sada Cowan  
 A Paramount Picture

Adolphe Zukor and Jesse L. Lasky present  
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 A Paramount Picture

## SHEET

PURPOSE: To Help You Sell the Picture to

SE: To Help You Sell the Picture to the Public.

# Pola Negri Starring in First Big Role in "The Charmer", Produced by Sidney Olcott

©CLL 21367

## FACTS

## Star

POLA NEGRI, in her first picture laid in an American setting in two years. "The Charmer" is sure to prove more popular than either "Forbidden Paradise" or "East of Suez."

## Producer

Sidney Olcott, director of "The Humming Bird." Other big successes he has to his credit include "Monsieur Beaucaire," "The Green Goddess" and "Little Old New York."

## Author

Henry Baerlein. "The Charmer" is a screen version of his "best seller" novel, "Mariposa."

## Scenarist

Sada Cowan, who wrote the screen play, "East of Suez," and others.

## Cameraman

James Howe, who shot "Peter Pan." Howe is the only Chinese photographer in the business and is one of the best.

## In the Cast

Robert Frazer, Wallace MacDonald, Trixie Friganza, Gertrude Astor and others.

## Type of Story

Romantic drama of a Spanish dancing girl who is brought to America and achieves fame on Broadway.

A theme of love and wealth in which the old world mannerisms and customs come into striking contrast with the society life of the new continent.

## Theme

Pola, as Mariposa, goes to New York under the wing of a kindly theatrical manager and is, with her mother, involved in a series of fantastic adventures. Two men fall in love with her—one a millionaire of many loves—the other his chauffeur, a high-minded, handsome young fellow who wins out in the end.

## Highspots

"The Charmer" affords Pola Negri precisely the type of role that won for her the fame she now enjoys.

The Spanish scenes at the opening of the picture lend a color seldom before shown upon the screen.

The most dramatic moment in

## Pola Is Charming In "The Charmer"

New Paramount Picture Due at the Rialto Theatre

## (Synopsis Story)

POLA Negri comes to the screen as "The Charmer" in the Sidney Olcott-Paramount production by that name which will be shown at the ..... Theatre on ..... next to remain for .... days.

"The Charmer," adapted for the screen by Sada Cowan from the immensely popular British novel, "Mariposa," by Henry Baerlein, opens in a small cafe in the mountains of Spain. Miss Negri, as Mariposa, is the spotlight of attention. Through her brilliant dancing she attracts many customers.

One day a party of tourists from New York arrives in the village. Wallace MacDonald, playing Ralph Bayne, millionaire globe-trotter, is at once attracted to the girl and becomes greatly interested; much to the disgust of Bertha Sedgwick (Gertrude Astor), who, although married to another, is in love with him. Dan Murray, Bayne's chauffeur, played by Robert Frazer, also meets Mariposa, and they become fast friends.

## Makes Broadway Debut

Weeks after the tourists have departed, the representative of an American theatrical agency appears at the cafe and makes arrangements to take Mariposa and her mother to New York for an engagement on Broadway. She is billed as "The Charmer" and, interpreting a wild Spanish dance, she achieves instantaneous success.

In the city she again meets Bayne and Murray. Ralph, inspired by her beauty, tells his mother he intends to marry the girl. The woman, in distress, sends for Bertha Sedgwick, who suggests inviting Mariposa and her mother for a week-end visit. By so doing, she hopes to point out how crude the Spanish girl really is by comparison with his set.

## Laugh Scenes

The dancer accepts the invitation, despite the endeavor of Dan Murray to dissuade her. She thinks he is jealous. During the party, Pola and her mother find the situation extremely difficult, owing to their ignorance of social customs. Finally, after much ridicule, she and her mother are

Here is an ideal combination of star, director and story!

1.—Pola Negri. 2.—The famous producer, Sidney Olcott. 3.—The present literary sensation of England, "Mariposa", screened as "The Charmer"



## Four-Page Roto Magazine

Above is illustrated the cover of the four-page Roto Magazine on this production. Actual size is 11 x 17 inches. If you haven't yet used Paramount Roto Magazine, here's the place to start. Ask your local Ad Sales Manager to tell you about their wonderful exploitation possibilities. You can get your local merchants to buy space on the back page to reimburse you for your investment. Thousands of exhibitors are already doing this.

You get them at actual cost—\$7.50 per 1,000.

## Pola Negri Due in "The Charmer"

Plays Spanish Dancing Girl tourists in the park, is also attracted to her. When they leave,

Here is an ideal combination of star, director and story!

1.—Pola Negri. 2.—The famous producer, Sidney Olcott. 3.—The present literary sensation of England, "Mariposa", screened as "The Charmer"



## Photo Magazine

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## "The Charmer"

tourists in the park, is also attracted to her. When they leave,

## The Story of a Wild Spanish Mountain Girl Who Achieves Fame on the Broadway Stage— Novel by Henry Baerlein

IN "The Charmer," a Sidney Olcott production for Paramount, adapted to the screen by Sada Cowan from the popular British novel, "Mariposa," by Henry Baerlein, Pola Negri has the role of a wild Spanish mountain girl who, dancing in a cheap cafe in Seville, attracts the attention of a prominent theatrical producer and is taken by him to New York. Billed as "The Charmer," she becomes the toast of two continents and is the rage of all society.

"The Charmer" offers Miss Negri the best role she has ever had and is the most elaborate production either Miss Negri or Mr. Olcott has ever done. It is Pola's first picture with scenes laid in America in almost two years.

Wallace MacDonald, seen recently with Betty Compson in "New Lives for Old", and Robert Frazer, who played opposite Bebe Daniels in "Miss Bluebeard," head the supporting cast in the picture.

## Cast

Mariposa .....	POLA NEGRI
Known on Broadway as "The Charmer"	
Ralph Bayne .....	Wallace MacDonald
A Wall Street "sugar daddy"	
Dan Murray .....	Robert Frazer
Bayne's chauffeur	
Mama .....	Trixie Friganza
Who nearly starts another Spanish-American War	
Senor Sprott .....	Cesare Gravina
The barbarian of Seville	
Bertha Sedgwick .....	Gertrude Astor
One of Fifth Avenue's foolish wives	
Mr. Sedgwick .....	Edwards Davis
Merely her husband	
Mrs. Bayne .....	Mathilda Brundage
Ralph's mother and Manhattan's leading snob	

## Short Synopsis

THE story opens in Seville, where Mariposa is a dancer in a cafe. A party of tourists from New York arrives. Ralph Baynes sees the girl dance and is immediately attracted to her. So is Dan Murray.

## PUTTING IT OVER RIGHT

The star of "East of Suez" and "Forbidden Paradise" in a new Paramount production by the man who made "The Humming Bird."

"The Charmer" is Pola Negri's first picture in an American setting in two years. Impress this upon the fans.

Newspaper teasers: "THE CHARMER is coming to town." "Keep an eye out for THE CHARMER." "Have you met THE CHARMER?" and so on.

Tie-ups—Have local modistes feature a special gown called THE CHARMER.

Beauty parlors — "THE CHARMER hair wave, bob, etc."

Jewelers — "Gems fit to grace the hands of THE CHARMER."

Automobile dealers — "The latest model Spitz is sure a CHARMER."

Furniture stores — "THE CHARMER living room suite, etc."

Get your patrons using the expression "She's a charmer" like they now say "He's a sheik." You can get this started with newspaper ads to the effect "She's a CHARMER—Pola Negri in the new Paramount picture, 'The Charmer,' which comes to the ..... Theatre on....."

Pola's a Spanish dancer who achieves fame on Broadway in this picture. Have the tango done on the stage as a prologue.

Lobby display—Spanish shawls, etc., to create atmosphere.

Sure seat-sellers—Roto section (illustrated on this page). They're cheap and effective.

Herald. See it on the next page. It's colored! Buy a bunch!

Cross-word puzzle, also illustrated on following page. Get in on this. Also book with puzzles on each of the Second Famous Forty pictures.

Identification stunt — "THE CHARMER will be at .....s department store at ....."

or "East of Suez."

### Producer

Sidney Olcott, director of "The Humming Bird." Other big successes he has to his credit include "Monsieur Beaucaire," "The Green Goddess" and "Little Old New York."

### Author

Henry Baerlein. "The Charmer" is a screen version of his "best seller" novel, "Mariposa."

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A theme of love and wealth in which the old world mannerisms and customs come into striking contrast with the society life of the new continent.

### Theme

Pola, as Mariposa, goes to New York under the wing of a kindly theatrical manager and is, with her mother, involved in a series of fantastic adventures. Two men fall in love with her—one a millionaire of many loves—the other his chauffeur, a high-minded, handsome young fellow who wins out in the end.

### Highspots

"The Charmer" affords Pola Negri precisely the type of role that won for her the fame she now enjoys.

The Spanish scenes at the opening of the picture lend a color seldom before shown upon the screen.

The most dramatic moment in the entire production is the sequence in MacDonald's apartment, the scene of his many "affairs," where Pola realizes, almost too late, just what type man she almost married.

The scenes showing Pola and her mother en route to New York furnish much comedy relief. The night the star makes her debut on Broadway is also a great scene.

Another situation in the picture containing much comedy, yet woven with a thread of sympathy, shows Pola and her mother on a visit to MacDonald's fashionable home. Due to the ignorance of social customs, they commit many errors of etiquette and finally are forced to leave in humiliation, but not before Miss Negri gives the guests a severe tongue slashing.

The love scenes between the three principals are done to perfection.

### Box Office Value

All the ability of Pola Negri's many years of motion picture experience is brought to the screen with remarkable clearness in "The Charmer."

It requires her to be by turns sweet and unsophisticated, worldly and hardened, fascinating, tender and sympathetic.

Add to this a superb supporting cast and the fact that Sidney Olcott directed the production, and the success of this new Second Famous Forty film is practically insured.

tion by that name which will be shown at the ..... Theatre on ..... next to remain for .... days.

"The Charmer," adapted for the screen by Sada Cowan from the immensely popular British novel, "Mariposa," by Henry Baerlein, opens in a small cafe in the mountains of Spain. Miss Negri, as Mariposa, is the spotlight of attention. Through her brilliant dancing she attracts many customers.

One day a party of tourists from New York arrives in the village. Wallace MacDonald, playing Ralph Bayne, millionaire globe-trotter, is at once attracted to the girl and becomes greatly interested; much to the disgust of Bertha Sedgwick (Gertrude Astor), who, although married to another, is in love with him. Dan Murray, Bayne's chauffeur, played by Robert Frazer, also meets Mariposa, and they become fast friends.

### Makes Broadway Debut

Weeks after the tourists have departed, the representative of an

American theatrical agency appears at the cafe and makes arrangements to take Mariposa and her mother to New York for an engagement on Broadway. She is billed as "The Charmer" and, interpreting a wild Spanish dance, she achieves instantaneous success.

In the city she again meets Bayne and Murray. Ralph, inspired by her beauty, tells his mother he intends to marry the girl. The woman, in distress, sends for Bertha Sedgwick, who suggests inviting Mariposa and her mother for a week-end visit. By so doing, she hopes to point out how crude the Spanish girl really is by comparison with his set.

### Laugh Scenes

The dancer accepts the invitation, despite the endeavor of Dan Murray to dissuade her. She thinks he is jealous. During the party, Pola and her mother find the situation extremely difficult, owing to their ignorance of social customs. Finally, after much ridicule, she and her mother are forced to leave in humiliation.

Bayne realizes that Mariposa is not the type suitable to his mode of living but he is reluctant to give her up. One evening, he seeks her out and asks her to visit him in his study—in reality an apartment he rents for his numerous "affairs." The chauffeur learns of the invitation and protests to the girl. He tells her he has driven many women there. She again believes he is jealous and determines all the more to go.

### Smash Climax

Bertha, realizing that Bayne is endeavoring to elude her, starts also to his apartment. Her husband, suspecting her, follows.

In Ralph's apartment, Mariposa discovers she has been tricked. During a scene with Bayne, Bertha Sedgwick appears, followed by her suspicious husband.

That's the situation. Just how it all ends up is shown in an unusually entertaining manner in the production which includes such prominent players as Trixie Friganza, Cesare Gravina and Edwards Davis in the strong supporting cast.

"The Charmer" is Pola Negri's first picture in an American setting in more than two years. The screen's foremost emotional actress in the present literary sensation of England, produced by the man who made "Little Old New York"—Here's real screen entertainment!



## Four-Page Roto Magazine

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## Pola Negri Due in "The Charmer"

### Plays Spanish Dancing Girl in Latest Production for Paramount

#### (Synopsis Story)

"The Charmer," a new Paramount picture starring Pola Negri, will be the feature at the ..... Theatre all next week. Sidney Olcott, who made "The Green Goddess," "The Humming Bird" and others just as successful, directed the production, a screen version of the immensely popular novel, "Mariposa," by Henry Baerlein.

The story of "The Charmer" opens in a mountain city in Spain, and the action moves quickly to the United States. Mariposa or The Charmer, the role Pola Negri creates in the story, is the most interesting screen character she has played since she startled the world in "Passion."

A dancer in a cheap cafe in Seville, Spain, Pola Negri, a half-wild mountain girl, is barely able to eke out a living for herself and her mother, Trixie Friganza. One day a handsome touring car bearing a New York license draws up in front of the building. Robert Frazer, the chauffeur, sees Pola Negri and is at once interested. Wallace MacDonald, one of the

tourists in the party, is attracted to her. When they carry with them the story.

An American theatrical agency sees the girl and makes arrangements to take her and her mother to New York, where she immediately achieves success on the stage as "The Charmer."

At the opening performance both the chauffeur and the wealthy tourist are present. The friendship is renewed. A rivalry springs up between the master and the chauffeur. Both are contenders for her hand.

Time passes. Pola Negri's popularity grows. She becomes the most famous dancer in the country. Her beauty and her brilliance are admired. Scores of men contend for her favors but none succeeds save the two she met in Spain.

She agrees to marry the wealthy lover. He invites her to his study—in reality a rendezvous for his many "affairs." There, too late, she realizes she really cares for the chauffeur. The struggle between the man who gained her by wealth and the man who won her by love, is a sequence of many opportunities for Pola Negri's superb acting.

Besides Frazer and MacDonald others in the cast include Trixie Friganza, Cesare Gravina, Gertrude Astor, Edwards Davis and Mathilda Brundage.



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**"The Charmer"**  
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The Charmer, a Sidney Olcott production for Para-  
mount, adapted to the screen by Sada Cowan from the  
popular British novel, "Mariposa," by Henry Baerlein, Pola  
Negri has the role of a wild Spanish mountain girl who, danc-  
ing in a cheap cafe in Seville, attracts the attention of a prom-  
inent theatrical producer and is taken by him to New York.  
Billed as "The Charmer," she becomes the toast of two con-  
tinent and is the rage of all society.  
"The Charmer" offers Miss Negri the best role she has ever  
had and is the most elaborate production either Miss Negri or  
Mr. Olcott has ever done. It is Pola's first picture with scenes  
laid in America in almost two years.  
Wallace MacDonald, seen recently with Betty Compson  
in "New Lives for Old", and Robert Frazer, who played op-  
posite Bebe Daniels in "Miss Bluebeard," head the supporting  
cast in the picture.

Cast	
Mariposa.....	POLA NEGRI <small>Known on Broadway as "The Charmer"</small>
Ralph Bayne.....	Wallace MacDonald <small>A Wall Street "sugar daddy"</small>
Dan Murray.....	Robert Frazer <small>Bayne's chauffeur</small>
Mama.....	Trixie Friganza <small>Who nearly starts another Spanish-American War</small>
Senor Sprott.....	Cesare Gravina <small>The barbarian of Seville</small>
Bertha Sedgwick.....	Gertrude Astor <small>One of Fifth Avenue's foolish wives</small>
Mr. Sedgwick.....	Edwards Davis <small>Merely her husband</small>
Mrs. Bayne.....	Mathilda Brundage <small>Ralph's mother and Manhattan's leading snob</small>

**Short Synopsis**  
THE story opens in Seville, where Mariposa is a dancer in a cafe.  
A party of tourists from New York arrives. Ralph Baynes sees  
the girl dance and is immediately attracted to her. So is Dan Murray,  
Bayne's chauffeur.  
An American theatrical agent arrives on the scene and makes  
arrangements for Mariposa and her mother to go to New York for  
an engagement on Broadway. She is billed as "The Charmer" and  
achieves immediate success in an interpretation of Spanish dances.  
Ralph Bayne and a party have a box at the opening performance.  
He recognizes the girl immediately and is delighted to see her again.  
His attention to Mariposa is marked, and he tells his mother that  
he intends to marry her. The mother is in distress, and Bertha  
Sedgwick, a foolish married woman who is interested in Bayne,  
suggests inviting the girl and her mother to the house for a week-  
end party, when Bayne will discover her crude in comparison with  
his set. Murray, the chauffeur, tries to talk the girl out of going,  
saying that she will only be humiliated. But Mariposa believes  
him to be jealous and goes to spite him.  
At the Baynes' Mariposa finds the situation an extremely difficult  
one. At length, driven to desperation, the girl openly scores the wealthy  
guests, and she and her mother leave in a huff. Bayne realizes that  
Mariposa is not the type of girl who would fit in with his mode of  
life but is reluctant to give her up and invites her to come to his  
study, which is in reality a "love nest" for his many "affairs."  
Dan Murray tries to persuade the girl not to go, saying that he  
has driven many women there. Mariposa, however, declares that he  
is a jealous coward and leaves.  
In the meantime, Bertha Sedgwick, knowing that Bayne is trying  
to elude her, starts also for his apartment. The husband, suspecting  
his wife, sets out for there also.  
Soon after reaching Bayne's place, Mariposa realizes that Murray  
was right. Mrs. Sedgwick enters at this juncture, followed almost  
immediately by her husband. Throwing herself upon the mercy of  
the dancing girl she had once laughed to scorn, she begs to be  
spared the scandal, and Mariposa, remembering that of all the guests  
at the week-end party, Sedgwick alone was kind to her, hides his  
wife. When he appears, he sees Mariposa alone with Bayne. He  
leaves just as Murray appears in the doorway, gun in hand. He  
demands that Bayne marry Mariposa, but the girl takes the gun  
from him and orders Bayne from the apartment. She then tells  
Murray that it is he whom she will marry.

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ting in two years. Impress this  
upon the fans.  
Newspaper teasers: "THE  
CHARMER is coming to town."  
"Keep an eye out for THE  
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Tie-ups—Have local modistes  
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ER—Pola Negri in the new Para-  
mount picture, 'The Charmer,'  
which comes to the.....  
Theatre on....."  
Pola's a Spanish dancer who  
achieves fame on Broadway in this  
picture. Have the tango done on  
the stage as a prologue.  
Lobby display—Spanish shawls,  
etc., to create atmosphere.  
Sure seat-sellers—Roto section  
(illustrated on this page). They're  
cheap and effective.  
Herald. See it on the next page.  
It's colored! Buy a bunch!  
Cross-word puzzle, also illus-  
trated on following page. Get in  
on this. Also book with puzzles  
on each of the Second Famous  
Forty pictures.  
Identification stunt — "THE  
CHARMER will be at .....  
department store at .... o'clock  
on ..... To the first .....  
persons identifying her free tick-  
ets to see the Paramount picture,  
'The Charmer,' starring Pola  
Negri at the ....., will be  
given."  
Book shops. Get them to stock  
up on the "best-seller" novel,  
"Mariposa." Window display  
to the effect that "This is the  
story from which the new Para-  
mount picture, 'The Charmer'  
now at the ..... Theatre, was  
made."  
See list of Paramount exploi-  
teers on third page. Get in touch  
with one in your territory. He'll  
help you make "The Charmer" a  
big profit picture.  
**"The Charmer" Coming**  
Pola Negri in the Paramount  
picture, "The Charmer," pro-  
duced by Sidney Olcott from  
Henry Baerlein's novel, "Mari-  
posa," comes to the .....  
Theatre for a run of ..... days  
on ..... next.  
The story is one of a young  
Spanish girl, dancer in a cheap  
cafe in Seville, who becomes the  
talk of Broadway. Robert Frazer  
and Wallace MacDonald head the  
strong supporting cast in the pro-  
duction. Others are Trixie Frig-  
anza, Cesare Gravina and Ger-  
trude Astor.



Sell the Show with These

# POLA Negri in "The CHARMER"

A SIDNEY OLCOTT  
PRODUCTION

PRESENTED BY ADOLPH ZUKOR AND JESSE L. LASKY

YOU'LL be wild about  
Pola as the saucy-eyed,  
honey-lipped charmer who  
dances her way from a cafe in  
Seville to fame and favor on  
Broadway.

Cast includes Robert Fraz-  
er, Wallace MacDonald,  
Trixie Friganza and Gertrude  
Astor.

A Paramount Picture

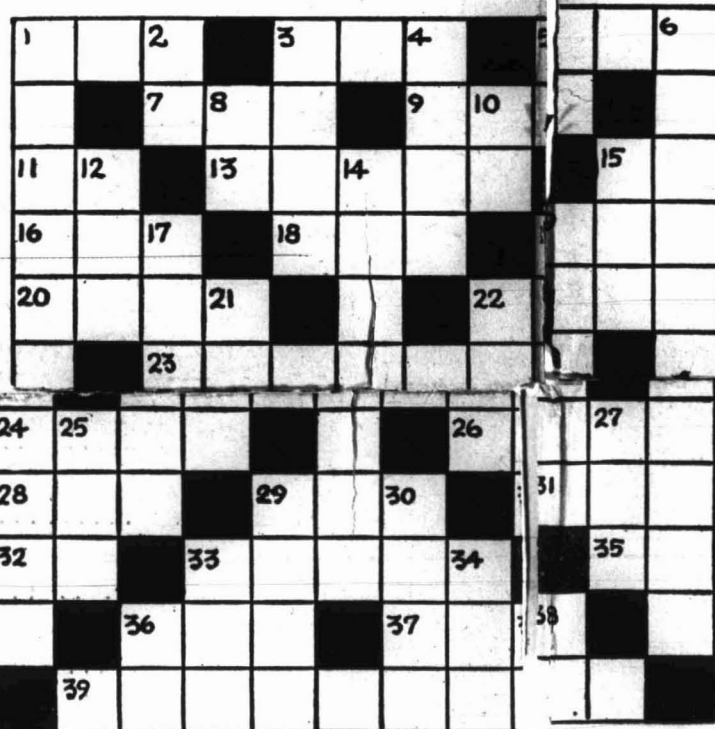


Four-column Newspaper Advertisement 4A



Pola Negri and Wallace MacDonald in the Sidney Olcott  
Production "The Charmer" A Paramount Picture

Two-column Production Mat 2P



## HORIZONTAL

1. To point at
3. Definite article
5. A measure of length
7. Hearing organ
9. Pep, vigor
11. Initials of a President
13. Harmonies
15. Fifty-five
16. Decay
18. Ever (contraction)
19. Yes
20. Girl's name (poss. form)
22. To worry
23. One who charms
24. Accept
26. Title
28. The insides
29. A tree
31. Exclamation used with eating some-  
thing delicious
32. Old Testament (abbr.)
33. A frivolous movement
35. Myself
36. A metal
37. Performed
39. Full name of well-known moving  
picture actress

## VERTICAL

1. That which a  
tracts
2. Myself
3. Real
4. Always
5. Printer's mea-  
sure
6. Plots around  
which most moving  
pictures are woven
8. By or near
10. Exists
12. A staff
14. Closest
15. A scouring pr  
variation
17. Small nails
19. An exhibition
21. That woman
22. A marshy spo
25. An insect
27. Quiet
29. Girl's name
30. To cover up
33. To be ill
34. Cigarette (abbr.)
36. Toward
38. Doctor (abbr.)



Pola Negri in



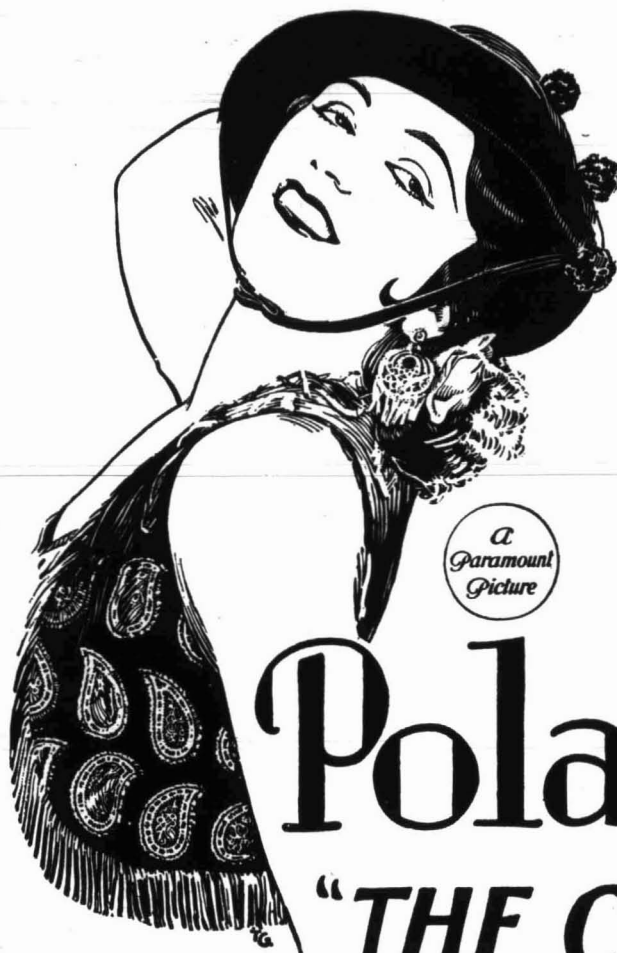
Pola Negri in the

THE CHARMER

# These Attractive Press Ads



## She'll Charm Everybody!



A  
Paramount  
Picture

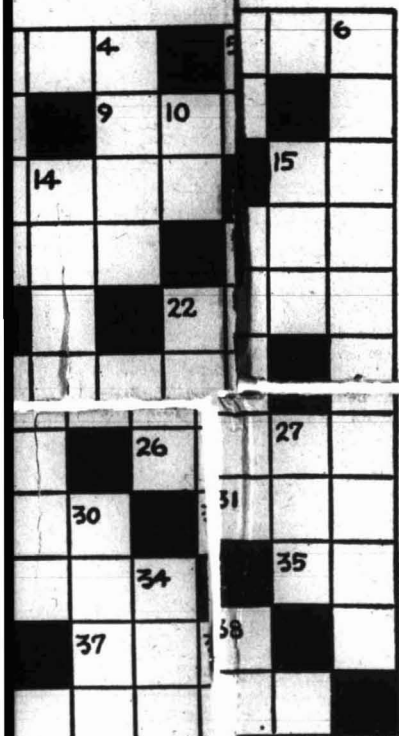
# Pola Negri IN "THE CHARMER"

A SIDNEY OLCOTT PRODUCTION

PRESENTED BY ADOLPH ZUKOR AND JESSE L. LASKY

From the novel "Mariposa" by Henry Baerlein—Screen play by Sada Cowan.

Three-column Newspaper Advertisement 3A



## THEATRE



A  
Paramount  
Picture

# Pola Negri IN "THE CHARMER"

A SIDNEY OLCOTT PRODUCTION

Pola Negri in her first great comedy role, and her first picture with an American setting.

# POLA Negri in "THE CHARMER"

A  
Paramount  
Picture

SIDNEY OLCOTT  
PRODUCTION  
PRESENTED BY  
ADOLPH ZUKOR AND JESSE L. LASKY



PRETTY Pola romps, vamps, dances and flashes through "The Charmer," with all the primitive grace and abandon that characterized her lighter moments in "Passion" and "Forbidden Paradise."

RE T  
of  
BILL

Two-column Supplementary Ad 2AS

## Pola's Charming!

1. That which  
2. Myself  
3. Real  
4. Always  
5. Printer's mark  
6. Plots around  
7. picture scene  
8. By or near  
9. Exists  
10. A staff  
11. Closest  
12. A scouring  
13. Small nails  
14. An exhibition  
15. That woman  
16. A marshy spot  
17. An insect  
18. Quiet  
19. Girl's name  
20. To cover up  
21. To be ill  
22. Cigarette (abbr.)  
23. Toward  
24. Doctor (abbr.)

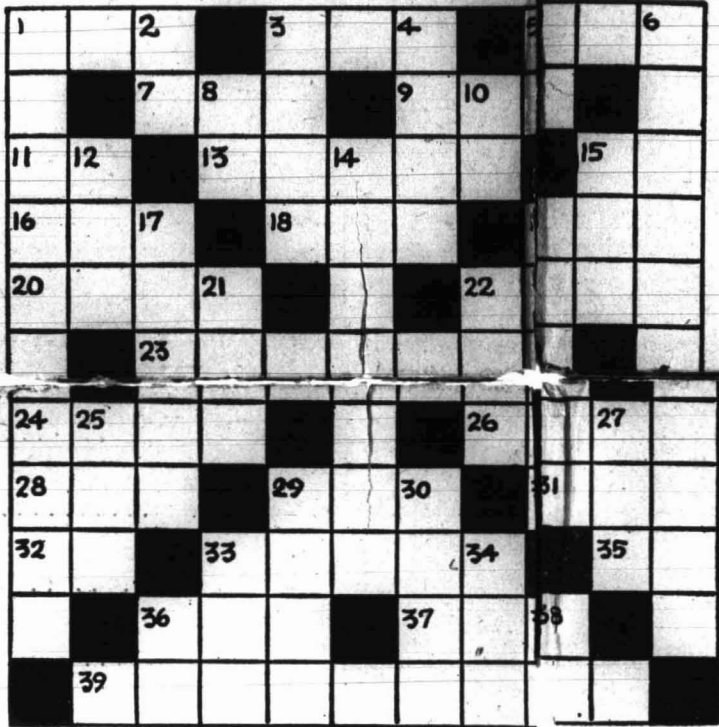
dances her way from a cafe in Seville to fame and favor on Broadway.  
 Cast includes Robert Frazier, Wallace MacDonald, Trixie Friganza and Gertrude Astor.

A Paramount Picture

Four-column Newspaper Advertisement 4A



Pola Negri and Wallace MacDonald in the Sidney Olcott Production "The Charmer" A Paramount Picture  
 Two-column Production Mat 2P



HORIZONTAL

1. To point at
3. Definite article
5. A measure of length
7. Hearing organ
9. Pep, vigor
11. Initials of a President
13. Harmonies
15. Fifty-five
16. Decay
18. Ever (contraction)
19. Yes
20. Girl's name (poss. form)
22. To worry
23. One who charms
24. Accept
26. Title
28. The insides
29. A tree
31. Exclamation used with eating something delicious
32. Old Testament (Abbr.)
33. A frivolous movement
35. Myself
36. A metal
37. Performed
39. Full name of well-known moving picture actress

VERTICAL

1. That which attracts
2. Myself
3. Real
4. Always
5. Printer's measure
6. Plots around which most moving picture scenarios are woven
8. By or near
10. Exists
12. A staff
14. Closest
15. A scouring process
17. Small nails
19. An exhibition
21. That woman
22. A marshy spot
25. An insect
27. Quiet
29. Girl's name
30. To cover up
33. To be ill
34. Cigarette (abbr.)
36. Toward
38. Doctor (abbr.)

THE CHARMER

Two-column Press Advertisement 2AX



Pola Negri in the Paramount Picture "The Charmer"  
 Production Mat 1PA



Pola Negri in the Paramount Picture "The Charmer"  
 Production Mat 1PB

CLASSY HERALD

To the right is illustrated the double-page center spread of the four-page, colored herald on "The Charmer." Folds in the middle, envelope size.

The cover is colored and eye-appealing. Back page is left blank for theatre name, play dates, etc.

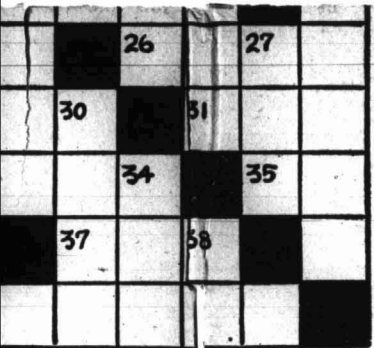
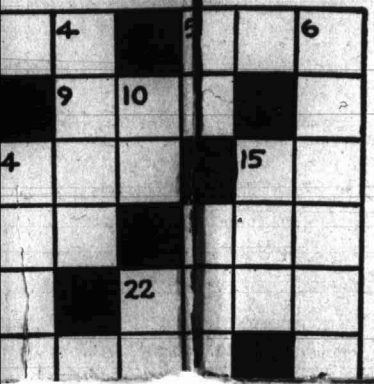
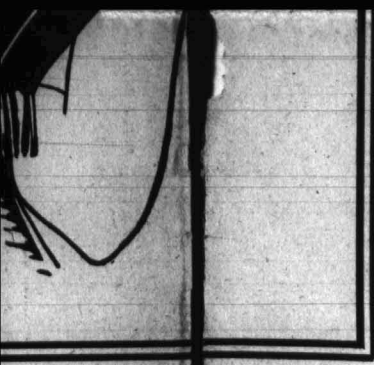
Only \$3.00 per 1,000. Samples at your exchange.



Two-column Supplementary Press Ad 2ASX



Double-Page Center Spread of Herald



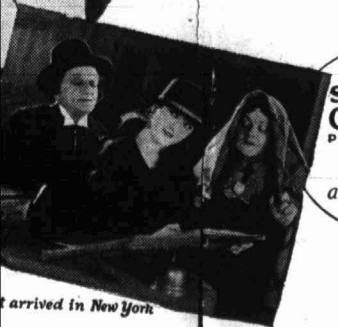
VERTICAL

1. That which attracts
2. Myself
3. Real
4. Always
5. Printer's measure
6. Plots around which most moving picture scenarios are woven
8. By or near
10. Exists
12. A staff
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22. A marshy spot
25. An insect
27. Quiet
29. Girl's name
30. To cover up
33. To be ill
34. Cigarette (abbr.)
36. Toward
38. Doctor (abbr.)

CHARMER

Advertisement 4X

**Pola Negri**  
In her first great comedy role  
**"THE CHARMER"**



arrived in New York

A SIDNEY OLCOTT PRODUCTION  
PRESENTED BY ADOLPH ZUKOR  
JESSE L. LASKY  
A Paramount Picture



Laughing Love



On to Broadway



"Why be serious, Mamma!"

THEATRE



**Pola Negri**  
IN  
**"THE CHARMER"**  
A SIDNEY OLCOTT PRODUCTION

Pola Negri in her first great comedy role, and her first picture with an American setting.

One-column Press Ad 1A

# Pola Negri

## IN "THE CHARMER"

A SIDNEY OLCOTT PRODUCTION

PRESENTED BY ADOLPH ZUKOR AND JESSE L. LASKY

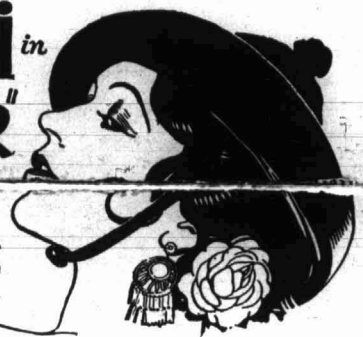
From the novel "Mariposa" by Henry Baerlein—Screen play by Sada Cowan.

Three-column Newspaper Advertisement 3A

**Pola Negri** in  
**"THE CHARMER"**  
**CHARMER**



SIDNEY OLCOTT PRODUCTION  
PRESENTED BY ADOLPH ZUKOR AND JESSE L. LASKY



PRETTY Pola romps, vamps, dances and flashes through "The Charmer," with all the primitive grace and abandon that characterized her lighter moments in "Passion" and "Forbidden Paradise."

REST  
of  
BILL

Two-column Supplementary Ad 2AS

## Pola's Charming!

PRESENTED BY  
ADOLPH ZUKOR  
JESSE L. LASKY



Negri charms as never before in "The Charmer".

The story of a Seville dancer who became the talk of New York.

**Pola Negri**  
IN  
**"THE CHARMER"**  
A SIDNEY OLCOTT PRODUCTION

From the novel "Mariposa" by Henry Baerlein—Screen play by Sada Cowan

Two-column Press Advertisement 2A

Double-Page Center Spread of Herald



# Advance Publicity Stories,

## Pola Has Fine Cast in 'Charmer'

Robert Frazer, Wallace MacDonald Play in Support

POLA Negri's latest Paramount picture, "The Charmer," which brings the star to the screen in her first big comedy role in a picture laid in an American setting, opens a ....days' run on ..... at the ..... Theatre.

"The Charmer," adapted for the screen by Sada Cowan from Henry Baerlein's highly successful novel, "Mariposa," was directed by Sidney Olcott, who made "The Humming Bird," "Little Old New York" and others. The story has to do with a Spanish dancing girl, who is taken under the wing of a prominent theatrical producer and becomes the rage of Broadway.

Robert Frazer and Wallace MacDonald head the supporting cast in the production. MacDonald, recently seen with Betty Compson in "New Lives for Old," has the role of a multi-millionaire philanderer, who becomes infatuated with Miss Negri, as the dancing girl, Mariposa. Frazer as MacDonald's chauffeur, also is attracted to Pola. All through the picture these two vie with each other for her affections.

Other big names in the cast include Trixie Friganza, noted stage comedienne, who plays Mariposa's mother in the picture and furnishes much of the comedy relief; Cesare Gravina, Gertrude Astor, in the role of a married woman in love with MacDonald; Edwards Davis, who played in "Contraband" and others, and Mathilda Brundage, MacDonald's mother and Manhattan's leading snob in "The Charmer."

"The Charmer" brings Pola Negri to the screen in the type of role that first won her fame. It's a great story with a great cast and should prove great entertainment.

## Pola Negri Star in "The Charmer" Film

The story of a Spanish innkeeper's daughter, who comes to dance before Broadway's bright lights.

That's Pola Negri's role in her latest Paramount picture, "The Charmer," a Sidney Olcott production, which will be shown at the ..... Theatre on ..... next to remain for ....days.

"The Charmer," based on the British novel, "Mariposa," by Henry Baerlein, tells of Mariposa, a dancing girl, who comes to New York under the wing of a kindly theatrical manager. With her mother, who is a great comedy character, she becomes rapidly involved in a series of fantastic adventures.

Heading the supporting cast in the picture are Robert Frazer and Wallace MacDonald. MacDonald is a millionaire world-traveller; Frazer his chauffeur. They first meet Mariposa in Seville and from then on it is a hammer-and-forgings affair between the two for her affections. The chauffeur wins out in the end, when Pola discovers the real character of the other man.

Trixie Friganza plays Mariposa's mother in the picture. Gertrude Astor, Cesare Gravina, Edwards Davis and others just as well known appear in the cast.

## Pola Has Fine Comedy Role in "The Charmer"

Pola Negri has her first comedy screen role in her new picture, "The Charmer," produced for Paramount by Sidney Olcott from Sada Cowan's adaptation of the novel, "Mariposa," by Henry Baerlein.

"The Charmer," which includes Robert Frazer and Wallace MacDonald in the strong supporting cast, tells the life and love story of the little Spanish girl Mariposa, whose dancing attracts many patrons to her mother's cafe in Seville.

One day a prominent theatrical

## SPECIALS

### Pola's Life Story On Screen?—Maybe!

POLA Negri's own life would make a remarkable screen story," declares Sidney Olcott, who produced "The Charmer," her latest starring vehicle for Paramount.

"During lunch on a set recently Miss Negri told me a few of the events of her life—of her happiness, her romances and her tragedies. I have never before met a person with so many varied and colorful experiences.

"Her childhood in Poland, the Russian revolution, her entrance on the legitimate stage, the world war and her early struggles in motion pictures would go to make a production of intense dramatic interest. Some day, when the opportunity presents itself, I hope to be able to put her true life on the screen."

"The Charmer," which comes to the ..... Theatre on ..... next for a run of ....days, was adapted for the screen by Sada Cowan from the unusually popular British novel, "Mariposa," by Henry Baerlein. Some of the big names appearing in support of the star include Robert Frazer, Wallace MacDonald, Trixie Friganza, Cesare Gravina and Gertrude Astor.

"The Charmer" is Pola Negri's first comedy picture.

### Bob Frazer Opposite Pola for Second Time

For the first time in her screen career Pola Negri has played opposite the same leading man twice!

The man is Robert Frazer, who heads the supporting cast of the star's latest production for Paramount, "The Charmer," coming to the ..... Theatre on ..... to remain for ....days.

"The Charmer," which was suggested by the novel, "Mariposa," and written for the screen by Sada Cowan, is the story of a young Spanish mountain girl, who eventually gains world fame as a Broadway dancer. The story was produced by Sidney Olcott, who has made such successes as "The Humming Bird," "Salome of the Tenements" and "Monsieur Beaucaire" for Paramount.

Frazer, recently seen in support of Bebe Daniels in "Miss Bluebeard," also appeared opposite Pola Negri in "Men."

"The Charmer," which will be shown at the ..... Theatre on ..... includes Wallace MacDonald, Trixie Friganza and others in the cast.

### Scenes in "The Charmer" Recall Memories to Pola

A strip of bacon and a slice of rye-bread, eaten by Pola Negri in one scene for her latest starring vehicle for Paramount, "The Charmer," brought to the Polish star memories of a time when she considered herself fortunate to have even that for a meal.

"It was in 1905, when I was yet a little girl," Miss Negri explained to Sidney Olcott, the producer, after she had completed the scene. "We were living in Russia, my mother and father and I. The revolution broke and my father joined the Polish volunteers. One night, when my mother and I were alone, a company of Cossacks arrived at our estate. We were put out in the cold and our house was reduced to a mass of ashes. For days we were forced to live only on rye-bread and bacon, and we were forced to eat sparingly of that until our relatives finally discovered us and came to our aid."

Supporting Miss Negri in the cast of "The Charmer" are Robert Frazer, Wallace MacDonald, Trixie Friganza, Cesare Gravina, Gertrude Astor and others.

The picture, adapted for the screen by Sada Cowan from the novel, "Mariposa," by Henry Baerlein, will be the feature of the

## AMERICANS I LIKE

By Pola Negri

1. Peggy Wood—During the filming of "Forbidden Paradise," Peggy Wood, the legitimate stage comedienne, visited me at the studio. She stands out as one intensely interesting. Her every word and action seems so absolutely unaffected. I shall always look upon her brief visit with me as one of the most delightful afternoons in my life.

2. Benny Leonard—I know little of boxing nor of Mr. Leonard's career as a prize-fighter, but to me he is one of the most interesting figures I have ever met. It was during the filming of "The Charmer" at the Paramount studio that I saw Mr. Leonard. He was making a tour of Hollywood at the time. Though our conversation was but for a few minutes, I felt that I had talked with one of the most straightforward young men of the present time.

3. William Tilden—In my brief experience with the tennis star I found him one of the most serious-minded personalities I have ever encountered. In another age I think he might have been a great philosopher.

4. Babe Ruth—Babe Ruth is another American I shall always remember. Big, good-natured and with racy humor, I don't wonder he is idolized by millions. To me, he seems like a very big over-grown boy. His

smile carries a eyes that have m United States, alv Unlike Mr. Tilde student of life. is to be lived, to himself.

Duke Kahanamoku, the athletic v during the filmi ture." Mr. Kah first impression of a man who coul on who would m

Walter Johnson, the most re After meeting h true. Seldom ha



Pola Negri, Gertrude Astor and Wallace MacDonald in the Sidney Olcott Production "The Charmer" Three-column Production Mat 3P

### Pola Broadway Dancer In Latest Production

"The Charmer," a screen version of Henry Baerlein's novel, "Mariposa," brings Pola Negri to the screen at the ..... Theatre next ..... in the role of a Spanish dancing girl, who wins success on the Broadway stage.

The story, written for the screen by Sada Cowan, was produced by Sidney Olcott, director of "The Humming Bird," "Little Old New York," "The Green Goddess" and many others just as successful. Robert Frazer, Wallace MacDonald, Trixie Friganza, Cesare Gravina, Gertrude Astor and others appear in the cast.

As Mariposa, Pola is brought to America by a kindly theatrical agent and achieves instant recognition on Broadway with her Spanish dances. Men in general fall in love with her—two, in particular, —Frazer and MacDonald. The latter is a wealthy young ladies' man, the other his chauffeur. It's a battle of wits between the two throughout the entire length of the picture.

### How'r yer Table Manners?

How many violations of table eti-

### Pola a Piker!

UNABLE to obtain black bread to use in a scene, Pola Negri per-

vised the baking of five loaves in her own kitchen at home. In her new starring vehicle, "The Charmer," which Sidney Olcott produced for Paramount, much of the story is laid in a village in Spain. One of the dinner scenes shows a

bread, sausage and corn bread meant a search for a European who knew the ingredients of the bread. Much to everybody concerned, Pola Negri volunteered to bake the bread.

Persons on the set to take the offer seriously then explained that during the Russian revolution, when her father's estate in Poland was confiscated by the Cossacks, they were forced to flee to the United States. While at this time, she learned to make black bread, which was practically the only food available. Accustomed to housework, Miss Negri the bread making is a

Supporting her in "The Charmer" are Robert Frazer, Wallace MacDonald, Trixie Friganza, Cesare Gravina and Gertrude Astor. The picture opens on

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# Stories, Specials, Reviews



## AMERICAN I LIKE

By Pola Negri

ning of "Forbidden  
imate stage come-  
She stands out as  
ery word and action  
I shall always look  
of the most delight-

le of boxing nor of  
ghter, but to me he  
es I have ever met.  
ne Charmer" at the  
Leonard. He was  
e time. Though our  
minutes, I felt that I  
raightforward young

experience with the  
most serious-minded  
red. In another age  
t philosopher.

another American I  
od-natured and with  
idolized by millions.  
ver-grown boy. His

le carries a trace of mischievousness. The keen  
s that have made him the Home Run King of the  
ted States, always seem to twinkle good-naturedly.  
like Mr. Tilden and Benny Leonard, he is not a  
dent of life. Nor does he pretend to be. His life  
to be lived, to make others happy and to enjoy it  
self.

**Duke Kahanamoku** — Duke Kahanamoku, inter-  
national swimming champion, is a prominent member  
the athletic world I had the pleasure of meeting  
ing the filming of Jack London's story, "Adven-  
ture." Mr. Kahanamoku is not talkative. My very  
first impression of Mr. Kahanamoku was that he was  
a man who could be depended upon in emergencies,  
on who would make a wonderful protector.

**Walter Johnson** — Perhaps one of the most un-  
usual types of American I have yet encountered is  
Walter Johnson, the World Series hero of 1924. It  
was while I was working in "East of Suez" that I met  
Mr. Johnson. Quiet and unobtrusive, he strikes me  
as a true American gentleman. I have been told that  
he is the most respected figure in the baseball world.  
After meeting him, one can readily see why this is  
true. Seldom have I spoken to a person with his poise.



ri, Gertrude Astor and Wallace MacDonald  
t Production "The Charmer" A Paramount Picture  
Three-column Production Mat 3P

### Pola a Baker!

ABLE to obtain black bread to

scene, Pola Negri personally supervised the baking of five loaves in her own kitchen at home.

In her new starring vehicle, "The Charmer," which Sidney Olcott produced for Paramount, much of the story is laid in a small mountain village in Spain. One scene shows a dinner consisting chiefly of black bread, sausage and coffee.

To obtain the black bread meant a search for a European baker who knew the ingredients that went into the bread. Much to everybody concerned, Pola Negri volunteered to bake the bread herself.

Persons on the set first refused to take the offer seriously. Miss Negri then explained that during the Russian revolution, when her father's estate in Poland was confiscated by the Cossacks, they were forced to flee to the mountains. While at this time, she learned to bake black bread, which was practically the only food available. She explained that she learned to make black bread, which was practically the only food available. She explained that she learned to make black bread, which was practically the only food available.

Supporting her in "The Charmer" are Robert Frazer, Wallace MacDonald, Trixie Friganza, Cesare Gravina and Gertrude Astor. The picture opens on

### Big Laugh Scenes in Paramount's "Charmer"

**T**HE Paramount picture, "The Charmer," which will be shown on ..... at the ..... Theatre, offers fans something a little different in the line of Pola Negri pictures — a colorful romance with as many big laugh scenes as there are dramatic moments.

"The Charmer," adapted from Henry Baerlein's unusually successful British novel, "Mariposa," a story of a Spanish dancing girl, who wins fame on Broadway, opens in Seville. Robert Frazer and Wallace MacDonald head the supporting cast in the picture. Trixie Friganza plays Pola's mother and is the center of most of the comedy in the production.

A prominent theatrical agent sees Pola, as Mariposa, dance in her mother's cafe and makes her an offer to come to America. The mother accompanies her and some of the incidents that happen enroute are sure-enough side-splitters. Mariposa and her mother had never set a foot outside of Seville before in their lives and what they don't do when they get loose amidst New York's high society isn't worth talking about. The picture starts off with a laugh and doesn't let up for as much as a single moment until the final fade-out.

Other prominent players in the cast of the picture are Cesare Gra-

## REVIEWS

### "The Charmer"

**T**HE Paramount picture, "The Charmer," a Sidney Olcott production starring Pola Negri, adapted for the screen by Sada Cowan from the popular British novel, "Mariposa," by Henry Baerlein, is the feature at the ..... Theatre this week.

"The Charmer" brings Pola to the screen in her first comedy role. The story is one of a wild mountain girl of Spain, who goes to America and achieves fame as a dancer on Broadway. It opens in Seville, where Pola, as Mariposa, attracts many patrons to her mother's cafe with her dancing. A party of tourists from New York arrives in town. Ralph Bayne, played by Wallace MacDonald, a wealthy idler, sees Mariposa and becomes interested in her. Dan Murray, Bayne's chauffeur (Robert Frazer) is also taken up with the girl.

An American theatrical agent, who also saw Pola dance in the cafe, makes arrangements to take her and her mother to New York for an engagement on Broadway. She is billed as "The Charmer." Bayne is at the opening performance and seizes the opportunity to renew his acquaintance with Mariposa. His mother doesn't take kindly to the affair and in order to show up the girl invites Mariposa and her mother to a week-end party. Because of their lack of education, they are humiliated and forced to leave.

But Bayne is not willing to give up the girl so easily, and he asks her to visit him in his "study"—really the scene of his many "affairs." The rest of the picture is taken up with young Murray's frantic efforts to steer the girl clear of his employer and win her for himself.

There's drama and suspense in "The Charmer" and a generous sprinkling of sure-fire comedy. To say that it's Pola Negri's best picture to date is but putting it mildly.

Trixie Friganza, popular stage comedienne, is cast as Pola's mother in the picture. Others are Cesare Gravina, Gertrude Astor, Mathilda Brundage and Edwards Davis.

### (Review No. 2)

Pola Negri came to the screen at the ..... Theatre yesterday in her first comedy role in the Sidney Olcott-Paramount production, "The Charmer," based on Henry Baerlein's novel, "Mariposa," which was adapted to the screen by Sada Cowan.

"The Charmer," a story of the Spanish dancing girl, Mariposa, tells how she and her rather uncouth, though affectionate mother come to try their fortune in New York under

the wing of a kindly theatrical manager. Her success is instantaneous. Two men fall in love with her—a prominent man-about-town and his chauffeur, played by Wallace MacDonald and Robert Frazer, respectively.

MacDonald, in the role of Ralph Bayne, immediately falls for Mariposa's beauty and wants to marry her until her mother, through a clever little plan of hers, reveals the girl in her real light—an uneducated country girl entirely out of place with the set Bayne is accustomed to associate with. Still he is unwilling to give her up and invites her to visit him in his "study." Despite repeated warnings from the chauffeur, who sincerely loves her, that he has driven many girls there before her, Mariposa goes. Bertha Sedgwick, a foolish young married woman, infatuated with Bayne, also arrives at the apartment, closely followed by her suspicious husband. Mariposa's quick wit prevents a scene, and everything is straightened out with the arrival of the chauffeur, whom Pola announces she is going to marry.

Trixie Friganza, Cesare Gravina, Gertrude Astor and others play in the cast.

### "The Charmer" Here

## "Charmer" New Paramount Film

Pola Negri Star in Sidney Olcott Production

### Synopsis Story

**T**HE "Charmer," Pola Negri's newest starring production for Paramount, produced by Sidney Olcott from Henry Baerlein's novel, "Mariposa," deals with the career and love adventures of a beautiful Spanish peasant girl, who is discovered in a Seville dance hall by a prominent American theatrical producer. Her inimitable dancing and undeniable beauty appeal to the showman in him, and in spite of her lack of education and refinement, he makes her an offer to go to New York.

Billed as "The Charmer," her success is instantaneous. Two men meet and fall in love with her—Ralph Bayne, no-account son of wealthy parents, and his chauffeur, Dan Murray. Wallace MacDonald, last seen in the Paramount picture, "New Lives for Old," plays Bayne, and Robert Frazer, who appeared in support of Bebe Daniels in "Miss Bluebeard," has the role of the chauffeur.

But Mariposa's butterfly nature will not permit her to tie herself down to any one man permanently, with the result that she flits from one love affair to another, until disaster threatens. All through the picture Bayne and his chauffeur try to outdo each other for the girl's affections. There are some big laugh scenes—and real drama, too.

Others in the strong supporting cast of the production are Trixie Friganza, popular stage comedienne; Cesare Gravina, Gertrude Astor, Edwards Davis and Mathilda Brundage. "The Charmer" promises to be Pola's best picture to date.

## Pola Negri Has Come To the United States!

This was news two years ago, but this time it refers to her latest starring picture for Paramount, the Sidney Olcott production, "The Charmer," which will be shown at the ..... Theatre next ..... to remain for ..... days.

For the first time in two years Pola plays in a motion picture in which the scenes are laid in America. In "The Charmer," adapted from Henry Baerlein's novel, "Mariposa," the star has the role of a wild Spanish girl, who goes to the States and achieves success on the Broadway stage.

Playing in support of Miss Negri in the production are Robert Frazer and Wallace MacDonald. Others in the cast are Trixie Friganza, Cesare Gravina and Gertrude Astor.

"The Charmer" brings Pola to the screen in her first comedy role and is said to be the most entertaining thing she has ever done.

## "The Charmer" Paramount Film Starring Pola Negri

The Sidney Olcott-Paramount production, "The Charmer," starring Pola Negri in the title role, comes to the ..... Theatre for a .... days' run on ..... .

Based on the highly successful English novel, "Mariposa," by Henry Baerlein, "The Charmer" tells the story of a beautiful Spanish girl, dancer in her parent's cafe in Seville, who is brought to America by a kindly theatrical agent. Her success, both professionally and personally, is instantaneous.

Many great situations both comic and dramatic are developed during the course of the production.

Robert Frazer and Wallace MacDonald head the cast playing in support of the star. Trixie Friganza, Cesare Gravina, Gertrude Astor, Edwards Davis and Mathilda Brundage complete the cast.

Sada Cowan is credited with the screen play.

girl, while Frazer, who is cast as

other for her affections. Other big names in the cast include Trixie Friganza, noted stage comedienne, who plays Mariposa's mother in the picture and furnishes much of the comedy relief; Cesare Gravina, Gertrude Astor, in the role of a married woman in love with MacDonald; Edwards Davis, who played in "Contraband" and others, and Mathilda Brundage, MacDonald's mother and Manhattan's leading snob in "The Charmer."

"The Charmer" brings Pola Negri to the screen in the type of role that first won her fame. It's a great story with a great cast and should prove great entertainment.

## Pola Negri Star in "The Charmer" Film

The story of a Spanish innkeeper's daughter, who comes to dance before Broadway's bright lights.

That's Pola Negri's role in her latest Paramount picture, "The Charmer," a Sidney Olcott production, which will be shown at the..... Theatre on.....next to remain for....days.

"The Charmer," based on the British novel, "Mariposa," by Henry Baerlein, tells of Mariposa, a dancing girl, who comes to New York under the wing of a kindly theatrical manager. With her mother, who is a great comedy character, she becomes rapidly involved in a series of fantastic adventures.

Heading the supporting cast in the picture are Robert Frazer and Wallace MacDonald. MacDonald is a millionaire world-traveller; Frazer his chauffeur. They first meet Mariposa in Seville and from then on it is a hammer-and-fangs affair between the two for her affections. The chauffeur wins out in the end, when Pola discovers the real character of the other man.

Trixie Friganza plays Mariposa's mother in the picture. Gertrude Astor, Cesare Gravina, Edwards Davis and others just as well known appear in the cast.

## Pola Has Fine Comedy Role in "The Charmer"

Pola Negri has her first comedy screen role in her new picture, "The Charmer," produced for Paramount by Sidney Olcott from Sada Cowan's adaptation of the novel, "Mariposa," by Henry Baerlein.

"The Charmer," which includes Robert Frazer and Wallace MacDonald in the strong supporting cast, tells the life and love story of the little Spanish girl Mariposa, whose dancing attracts many patrons to her mother's cafe in Seville.

One day a prominent theatrical agent arrives in town and sees the girl. He approaches her with the proposition that she and her mother go to New York. They do so, and Mariposa is soon famous. All manner of men make bids for her hand—two, in particular,—Frazer and MacDonald.

MacDonald is a wealthy man-about-town, and Frazer is his chauffeur. There are some real laughs when these two set out to get the girl. Which wins?

Trixie Friganza, inimitable stage comedienne; Cesare Gravina, Gertrude Astor and Edwards Davis are a few of the other big names in the cast.

port of the star include Robert Frazer, Wallace MacDonald, Trixie Friganza, Cesare Gravina and Gertrude Astor.

"The Charmer" is Pola Negri's first comedy picture.

## Bob Frazer Opposite Pola for Second Time

For the first time in her screen career Pola Negri has played opposite the same leading man twice!

The man is Robert Frazer, who heads the supporting cast of the star's latest production for Paramount, "The Charmer," coming to the.....Theatre on.....to remain for....days.

"The Charmer," which was suggested by the novel, "Mariposa," and written for the screen by Sada Cowan, is the story of a young Spanish mountain girl, who eventually gains world fame as a Broadway dancer.

The story was produced by Sidney Olcott, who has made such successes as "The Humming Bird," "Salome of the Tenements" and "Monsieur Beaucaire" for Paramount.

Frazer, recently seen in support of Bebe Daniels in "Miss Bluebeard," also appeared opposite Pola Negri in "Men."

"The Charmer," which will be shown at the.....Theatre on.....includes Wallace MacDonald, Trixie Friganza and others in the cast.

## Scenes in "The Charmer" Recall Memories to Pola

A strip of bacon and a slice of rye-bread, eaten by Pola Negri in one scene for her latest starring vehicle for Paramount, "The Charmer," brought to the Polish star memories of a time when she considered herself fortunate to have even that for a meal.

"It was in 1905, when I was yet a little girl," Miss Negri explained to Sidney Olcott, the producer, after she had completed the scene. "We were living in Russia, my mother and father and I. The revolution broke and my father joined the Polish volunteers. One night, when my mother and I were alone, a company of Cossacks arrived at our estate. We were put out in the cold and our house was reduced to a mass of ashes. For days we were forced to live only on rye-bread and bacon, and we were forced to eat sparingly of that until our relatives finally discovered us and came to our aid."

Supporting Miss Negri in the cast of "The Charmer" are Robert Frazer, Wallace MacDonald, Trixie Friganza, Cesare Gravina, Gertrude Astor and others.

The picture, adapted for the screen by Sada Cowan from the novel, "Mariposa," by Henry Baerlein, will be the feature at the.....on.....next.

## Great Cast

Robert Frazer, Wallace MacDonald, Trixie Friganza and other big names appear in the cast of Pola Negri's newest Paramount picture, "The Charmer," produced by Sidney Olcott from Henry Baerlein's popular British novel, "Mariposa."

The picture opens a....days' run on.....next at the.....Theatre. Cesare Gravina, Gertrude Astor, Edwards Davis and Mathilda Davis are other prominent players appearing in support of the star.



Pola Negri, Gertrude Astor and Wallace MacDonald in the Sidney Olcott Production "The Charmer" Three-column Production Mat 3P

## Pola Broadway Dancer In Latest Production

"The Charmer," a screen version of Henry Baerlein's novel, "Mariposa," brings Pola Negri to the screen at the.....Theatre next.....in the role of a Spanish dancing girl, who wins success on the Broadway stage.

The story, written for the screen by Sada Cowan, was produced by Sidney Olcott, director of "The Humming Bird," "Little Old New York," "The Green Goddess" and many others just as successful. Robert Frazer, Wallace MacDonald, Trixie Friganza, Cesare Gravina, Gertrude Astor and others appear in the cast.

As Mariposa, Pola is brought to America by a kindly theatrical agent and achieves instant recognition on Broadway with her Spanish dances. Men in general fall in love with her—two, in particular,—Frazer and MacDonald. The latter is a wealthy young ladies' man, the other his chauffeur. It's a battle of wits between the two throughout the entire length of the picture.

## How'r yer Table Manners?

How many violations of table etiquette are possible during a seven-course dinner?

For one scene in "The Charmer," Pola Negri's new starring vehicle, which Sidney Olcott produced for Paramount, Trixie Friganza was called upon to violate every known rule of etiquette in the history of conventions.

By a careful check, Miss Friganza succeeded in shattering exactly forty-two rock-bound rules. She began with tucking her napkin under her chin during the first course.

"The Charmer" is a story of two immigrants who arrive in America from Spain and who attempt to penetrate the barrier of the immortal four-hundred through the popularity of one as a Broadway dancer. Aside from the comedy the screen plot carries much powerful drama and gripping suspense.

Prominently supporting Miss Negri in the cast are Robert Frazer, Wallace MacDonald, Trixie Friganza, Cesare Gravina, Gertrude Astor and Mathilda Brundage.

The picture opens at the.....on.....

## Held Over

"The Charmer," Pola Negri's latest starring picture for Paramount, which was to have closed a....days' run at the.....today, will be held over for another day.

The story, adapted from the novel, "Mariposa," opens in Spain. The scene shifts quickly to New York, however. The star is cast as a Spanish dancer, who becomes the toast of Broadway.

Appearing in support of Miss Negri are, among others, Robert Frazer, Wallace MacDonald, and Trixie Friganza.

## Pola a Baker!

UNABLE to obtain black bread to be used in a scene, Pola Negri personally supervised the baking of five loaves in her own kitchen at home.

In her new starring vehicle, "The Charmer," which Sidney Olcott produced for Paramount, much of the story is laid in a small mountain village in Spain. One scene shows a dinner consisting chiefly of black bread, sausage and coffee.

To obtain the black bread meant search for a European baker who knew the ingredients that went into the bread. Much to everybody's surprise, Pola Negri volunteered to bake the bread.

Persons on the set who refused to take the offer seriously, Miss Negri then explained that during the Russian revolution, when her father's estate in Poland was confiscated by the Cossacks, they were forced to flee to the mountains. While at this time, she learned to make black bread, which was practically all they had to eat. Accustomed to foods and never housework, Miss Negri the bread making is a delicately impressed on her mind.

Supporting her in "The Charmer" are Robert Frazer, Wallace MacDonald, Trixie Friganza, Cesare Gravina and Gertrude Astor. The picture opens on.....at the.....

## The Man With the Best Memory in Hollywood

The man with the best memory in Hollywood!

That is the title of the new Sidney Olcott production, "The Charmer," which brings Pola Negri to the screen in her latest starring vehicle for Paramount, coming to the.....on.....

Olcott is one of the few producers who does not use a script girl. He goes over the story himself, memorizes the scenes day, and remembers every word of the action.

Supporting Miss Negri in "The Charmer" are Robert Frazer, Wallace MacDonald, Trixie Friganza, Cesare Gravina, Gertrude Astor and Mathilda Brundage.

## "The Charmer" Due

Pola Negri in the new Paramount picture, "The Charmer," opens a run of.....days at the.....Theatre on.....Wallace MacDonald, Robert Frazer, Trixie Friganza, Cesare Gravina, Gertrude Astor and Mathilda Brundage are included in the strong cast playing in support of the star.

"The Charmer" offers Pola her first comedy role.

## Pola's Latest

"The Charmer," produced for Paramount by Sidney Olcott, who made "The Humming Bird," "Little Old New York" and others, is Pola Negri's latest starring picture which comes to the.....Theatre for a run of....days' on.....Wallace MacDonald, Robert Frazer, Trixie Friganza, Cesare Gravina, Gertrude Astor and Mathilda Brundage are included in the strong cast playing in support of the star.

The story is one of a Spanish peasant dancing girl who finds fame and fortune on the Broadway stage.

## YOU CAN'T MATCH PARAMOUNT PICTURES

—but—

## PARAMOUNT MATCHES PULL PROFITS

National advertisers and retail stores everywhere have found book matches an excellent advertising medium. The smoker has been educated to receive his matches free when purchasing tobacco products. Possibly you have imagined that the dealer hands them out so promiscuously because he pays nothing for them. Wrong. He does pay for them but usually very little as the principal cost is borne by the firm whose advertising the cover carries.

If mercantile concerns find match advertising so efficient, why not theatres? Remember that you are not only handing a man something useful and necessary, but a packet that he carries around with him anywhere from 2 days to a week, and sees your message every time he "lights up."

If you were to order a quantity of matches bearing your individual advertisement, the cost would be prohibitive. Through the efforts however of Paramount's Division of Exploitation, there is now available a stock cover design for theatres playing Paramount Pictures at a most reasonable cost.

The color scheme is orange, black and white—a most effective combination. You may have the name of your theatre and city—or any wording to your liking, providing it does not consume over two lines, printed on them.

All orders should be sent direct to the Lion Match Company, Fisk Building, Broadway at 57th Street, New York City. The prices are as follows:—

2,500 Books (Minimum allowable)	\$11.00
5,000 Books	20.00
10,000 Books	35.00

From thereon, figure at \$3.50 per thousand, all shipments F. O. B. New York. Orders will be shipped two weeks after receipt and cash must accompany order. All matches to be sent by express or freight as desired—no parcel post.

There are innumerable ways of course to distribute matches and you can bring down the cost by selling them to cigar stands at the price they are accustomed to paying. Isn't this a fine medium at the low cost of 1/2 of a cent? And isn't it a great tie-up with Paramount's national advertising?



Gertrude Astor and Wallace MacDonald in "The Charmer" A Paramount Picture  
Three-column Production Mat 3P

## Pola a Baker!

ABLE to obtain black bread to be used in a picture scene, Pola Negri personally supervised the baking of loaves in her own kitchen at home.

In her new starring vehicle, "The Charmer," which Sidney Olcott produced for Paramount, much of the story is laid in a small mountain village in Spain. One scene shows a dinner consisting chiefly of black bread, sausage and coffee.

To obtain the black bread meant a search for a European baker who knew the ingredients that went into the bread. Much to the surprise of everybody concerned, Pola Negri volunteered to bake the bread herself.

Persons on the set first refused to take the offer seriously. Miss Negri then explained that during the Russian revolution, when her father's estate in Poland was confiscated by the Cossacks, they were forced to flee to the home of a peasant. While at this home, Miss Negri explained, she learned to make black bread, which was practically all they had to eat. Accustomed to the best of foods and never having done housework, Miss Negri declares that the bread making incident was indelibly impressed on her mind.

Supporting her in the cast of "The Charmer" are Robert Frazer, Wallace MacDonald, Trixie Friganza, Cesare Gravina and Gertrude Astor. The picture opens on.....at the.....

## The Man With the Best Memory in Hollywood

The man with the best memory in Hollywood!

That is the title given Sidney Olcott, who directed Pola Negri in "The Charmer," her latest starring vehicle for Paramount, coming to the.....

.....on.....

Olcott is one of the few producers who does not use a script girl. He goes over the story in the morning, memorizes the scenes to be made that day, and remembers every detail and word of the action and speeches.

Supporting Miss Negri in "The Charmer" are Robert Frazer, Wallace MacDonald, Trixie Friganza.

## "The Charmer" Due

Pola Negri in the title role of the new Paramount picture, "The Charmer," opens a run of.....days at the.....Theatre in.....

Wallace MacDonald, Robert Frazer, Trixie Friganza, Cesare Gravina, Gertrude Astor are included in the strong cast playing in support of the star.

"The Charmer" offers Pola her first comedy role.

## Pola's Latest

"The Charmer," produced for Paramount by Sidney Olcott, who made "The Humming Bird," "Little Old New York" and others, is Pola Negri's latest starring picture which comes to the.....Theatre for a run of.....days' on.....

Wallace MacDonald and Robert Frazer head the cast appearing in support. The story is one of a Spanish peasant dancing girl who finds fame and fortune on the Broadway.

## Big Laugh Scenes in Paramount's "Charmer"

THE Paramount picture, "The Charmer," which will be shown on.....at the.....Theatre, offers fans something a little different in the line of Pola Negri pictures—a colorful romance with as many big laugh scenes as there are dramatic moments.

"The Charmer," adapted from Henry Baerlein's unusually successful British novel, "Mariposa," a story of a Spanish dancing girl, who wins fame on Broadway, opens in Seville. Robert Frazer and Wallace MacDonald head the supporting cast in the picture. Trixie Friganza plays Pola's mother and is the center of most of the comedy in the production.

A prominent theatrical agent sees Pola, as Mariposa, dance in her mother's cafe and makes her an offer to come to America. The mother accompanies her and some of the incidents that happen enroute are sure-enough side-splitters. Mariposa and her mother had never set a foot outside of Seville before in their lives and what they don't do when they get loose amidst New York's high society isn't worth talking about. The picture starts off with a laugh and doesn't let up for as much as a single moment until the final fade-out.

Other prominent players in the cast of the picture are Cesare Gravina, Gertrude Astor, Edwards Davis and Mathilda Brundage. Sada Cowan wrote the screen play.

## Here's a Funny One!

A costume worn by Pola Negri for one sequence in her new starring vehicle was over-night changed to a rag-rug and used as a floor covering in the same picture.

In "The Charmer," which Sidney Olcott produced for Paramount, the Polish star appears in one part attired in the ragged gaudy costume of a barbaric Spanish mountain girl. When the sequence was completed, the ragged garment was to be thrown away, when one of the minor players, a Spanish woman, asked that it be given to her.

The request was granted and the following day the player reappeared at the studio with the dress woven into a beautifully designed rag rug. At the suggestion of Sidney Olcott, the rug was placed on the floor and used as a property in the picture.

Supporting Pola Negri in the title role of "The Charmer" are Robert Frazer, Wallace MacDonald, Trixie Friganza, famous stage comedienne; Cesare Gravina, Gertrude Astor, Edwards Davis and Mathilda Brundage. The story was written for the screen by Sada Cowan from Henry Baerlein's famous English novel, "Mariposa."

## Closes Run

The final showings of the Sidney Olcott-Paramount production, "The Charmer," starring Pola Negri, which was shown for the first time in.....at the.....Theatre on....., will close its run there today.

The picture is based on the highly successful British novel, "Mariposa," by Henry Baerlein and was adapted for the screen by Sada Cowan.

er doesn't take kindly to the affair and in order to show up the girl invites Mariposa and her mother to a week-end party. Because of their lack of education, they are humiliated and forced to leave.

But Bayne is not willing to give up the girl so easily, and he asks her to visit him in his "study"—really the scene of his many "affairs." The rest of the picture is taken up with young Murray's frantic efforts to steer the girl clear of his employer and win her for himself.

There's drama and suspense in "The Charmer" and a generous sprinkling of sure-fire comedy. To say that it's Pola Negri's best picture to date is but putting it mildly.

Trixie Friganza, popular stage comedienne, is cast as Pola's mother in the picture. Others are Cesare Gravina, Gertrude Astor, Mathilda Brundage and Edwards Davis.

## (Review No. 2)

Pola Negri came to the screen at the.....Theatre yesterday in her first comedy role in the Sidney Olcott-Paramount production, "The Charmer," based on Henry Baerlein's novel, "Mariposa," which was adapted to the screen by Sada Cowan.

"The Charmer," a story of the Spanish dancing girl, Mariposa, tells how she and her rather uncouth, though affectionate mother come to try their fortune in New York under the wing of a kindly theatrical manager. Her success is instantaneous. Two men fall in love with her—a prominent man-about-town and his chauffeur, played by Wallace MacDonald and Robert Frazer, respectively.

MacDonald, in the role of Ralph Bayne, immediately falls for Mariposa's beauty and wants to marry her until her mother, through a clever little plan of hers, reveals the girl in her real light—an uneducated country girl entirely out of place with the set Bayne is accustomed to associate with. Still he is unwilling to give her up and invites her to visit him in his "study." Despite repeated warnings from the chauffeur, who sincerely loves her, that he has driven many girls there before her, Mariposa goes. Bertha Sedgwick, a foolish young married woman, infatuated with Bayne, also arrives at the apartment, closely followed by her suspicious husband. Mariposa's quick wit prevents a scene, and everything is straightened out with the arrival of the chauffeur, whom Pola announces she is going to marry.

Trixie Friganza, Cesare Gravina, Gertrude Astor and others play in the cast.

## "The Charmer" Here

"The Charmer," a new Sidney Olcott production for Paramount starring Pola Negri, opened a run of....days at the.....today. The picture is a screen version of Henry Baerlein's novel, "Mariposa," a story of a Spanish peasant girl, who wins fame as a dancer on Broadway. It offers Pola her first comedy screen role.

Robert Frazer and Wallace MacDonald head the supporting cast in the production. MacDonald has the role of a no-account son of wealthy parents, who is infatuated with the

down to any one man permanently, with the result that she flits from one love affair to another, until disaster threatens. All through the picture Bayne and his chauffeur try to outdo each other for the girl's affections. There are some big laugh scenes—and real drama, too.

Others in the strong supporting cast of the production are Trixie Friganza, popular stage comedienne; Cesare Gravina, Gertrude Astor, Edwards Davis and Mathilda Brundage. "The Charmer" promises to be Pola's best picture to date.

## Pola Negri Has Come To the United States!

This was news two years ago, but this time it refers to her latest starring picture for Paramount, the Sidney Olcott production, "The Charmer," which will be shown at the.....Theatre next.....to remain for.....days.

For the first time in two years Pola plays in a motion picture in which the scenes are laid in America. In "The Charmer," adapted from Henry Baerlein's novel, "Mariposa," the star has the role of a wild Spanish girl, who goes to the States and achieves success on the Broadway stage.

Playing in support of Miss Negri in the production are Robert Frazer and Wallace MacDonald. Others in the cast are Trixie Friganza, Cesare Gravina and Gertrude Astor.

"The Charmer" brings Pola to the screen in her first comedy role and is said to be the most entertaining thing she has ever done.

## "The Charmer" Paramount Film Starring Pola Negri

The Sidney Olcott-Paramount production, "The Charmer," starring Pola Negri in the title role, comes to the.....Theatre for a....days' run on.....

Based on the highly successful English novel, "Mariposa," by Henry Baerlein, "The Charmer" tells the story of a beautiful Spanish girl, dancer in her parent's cafe in Seville, who is brought to America by a kindly theatrical agent. Her success, both professionally and personally, is instantaneous.

Many great situations both comic and dramatic are developed during the course of the production.

Robert Frazer and Wallace MacDonald head the cast playing in support of the star. Trixie Friganza, Cesare Gravina, Gertrude Astor, Edwards Davis and Mathilda Brundage complete the cast.

Sada Cowan is credited with the screen play.

girl, while Frazer, who is cast as MacDonald's chauffeur in the picture, really falls in love with Mariposa (Pola).

The story opens in Seville, where Mariposa's dancing attracts many patrons to her mother's inn. It is here that Frazer and MacDonald first see her. They leave, carrying with them many memories. Right after them a prominent theatrical agent arrives in town and sees Mariposa. He immediately suggests that the girl and her mother go to America. They accept, and what follows is a series of genuine laughs.

## PARAMOUNT EXPLOITEERS

HERE are the trained showmen assigned each Paramount exchange exclusively for the purpose of helping you put your pictures over. Get in touch with your exploiteer:

BIRCH, AL G.	1625 Court Place	Denver, Colo.
CALLAHAN, JOHN	134 Meadow St.	New Haven, Conn.
CORCORAN, EDWARD F.	119 Seventh St.	Milwaukee, Wis.
CUNNINGHAM, EARL	110-112 W. 18th St.	Kansas City, Mo.
DANZIGER, WM.	Pioneer & Broadway	Cincinnati, O.
DUNHAM, CURTIS	302 Jefferson St.	Dallas, Tex.
EAGLES, HARRY C.	2017 Third Ave.	(and San Antonio, Tex.)
ESHENFELDER, GEO.	110 North Lee St.	Seattle, Wash.
		Jacksonville, Fla.
		(and Charlotte, N. C.)
GAMBRILL, GEO.	3721 Washington Blvd.	St. Louis, Mo.
GEYER, ERNEST	51 1/2 Luckie St.	Atlanta, Ga.
HAAS, G. A.	444 Gilean St.	Portland, Ore.
HELLMAN, JACK	1100 First Avenue N.	Minneapolis, Minn.
KANTNER, OSCAR	201 Golden Gate Ave.	San Francisco, Cal.
MC CONVILLE, JOHN	8 Shawmut St.	Boston, Mass.
		(and Portland, Me.)
MEDELSSOHN, WM.	1563 East 21st St.	Cleveland, O.
MOON, RUSSELL B.	1827 S. Wabash Ave.	Chicago, Ill.
PICKERING, HAROLD W.	133 E. 2nd St.	Salt Lake City, Utah
RENAUD, KENNETH	2849 Cass Ave.	Detroit, Mich.
ROBSON, WM.	1018 Forbes St.	Pittsburgh, Pa.
SWIFT, HARRY	924 S. Olive St.	Los Angeles, Cal.
TAYLOR, WM. A.	514 W. Grand Ave.	Oklahoma City, Okla.
THOMAJAN, P. K.	118 S. Monroe St.	Peoria, Ill.
WALL, EDWARD J.	1101 N. Capitol Ave.	Washington, D. C.
WATERSTREET, IRVIN A.	38 So. Capitol Ave.	Indianapolis, Ind.
WHELAN, LESLIE F.	1219 Vine St.	Philadelphia, Pa.
WREST, JAMES M.	1610 Davenport St.	Omaha, Nebr.
		(and Des Moines, Iowa.)
WILLIAMS, GEORGE E.	254 Franklin St.	Buffalo, N. Y.
WRIGHT, WILLIAM H.	251 N. 5th St.	Wilkes Barre, Pa.
ZELTNER, IRWIN	62 N. State St.	Wilkes Barre, Pa.



# Pola Negri in a Sidney Olcott Production PARAMOUNT PAPER THAT

*"If It's Worth Running, It's Worth*



SET OF EIGHT COLORED LOBBY CARDS

## Price List for Advertising Material

All these advertising aids can be secured from your Exchange. Send list of what you want, with check or money order.

NOTE:—Owing to duty, additional transportation charges, etc., the prices quoted below do not apply to Canada. Get Canadian Price List from your Exchange.

For Outdoor Advertising POSTERS		Supplementary (Two Column) (Adv. Only) ..	
One Sheet (1A and 1B) .....	\$.15	Three Column .....	.15
Three Sheet (3A and 3B) .....	.45	Four Column (Adv. Only) .....	.25
Six Sheet (6A) .....	.75	FOR GENERAL EXPLOITATION	
Twenty-four Sheet (24A) .....	2.40	GILT-EDGED FRAMES, (Size 17 x 43 in.) ..	1.50
PHOTOS FOR YOUR LOBBY		Insert Cards (14 x 36 in. to fit above) .....	.25
22 x 28 (Colored) .....	.40	22 x 28 Gilt Frames .....	1.50
11 x 14 Set of Eight (Colored) .....	.60	Heralds, per thousand .....	3.00
For Newspaper Ads ADVERTISING CUTS		Rotogravure Magazine, per thousand .....	7.50
One Column .....	.35	Cross Word Puzzle Books, Each .....	.08
Two Column .....	.65	Window Card .....	.07
Supplementary (Two Column) .....	.25	Announcement Slide .....	.15
MATS, ADVERTISING, PRODUCTION, ETC.		Publicity Photos, Each .....	.10
One Column .....	.05	Trailers—National Screen Service	
Two Column .....	\$.10	126 W. 46th St., New York City	
		845 So. Wabash Ave., Chicago, Ill.	
		917 So. Olive Street, Los Angeles, Cal.	

Press Books and Music Cues are gratis.



Colored Insert Card

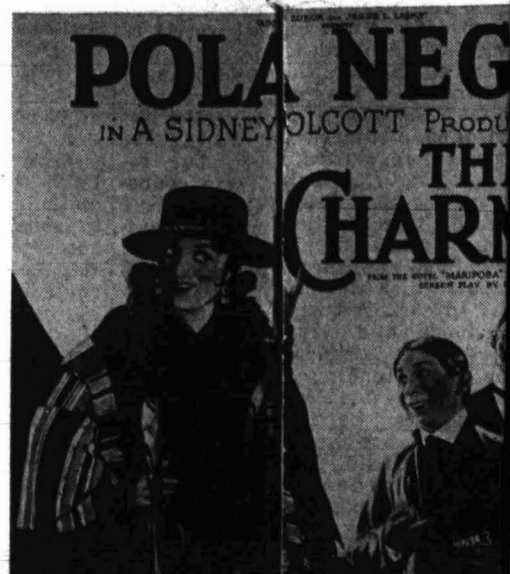
## TW TRAILERS

National Screen Service, Inc.,

sues both Service and De  
Trailer on "The Charmer." G  
touch with their nearest br  
See Price List on this page.



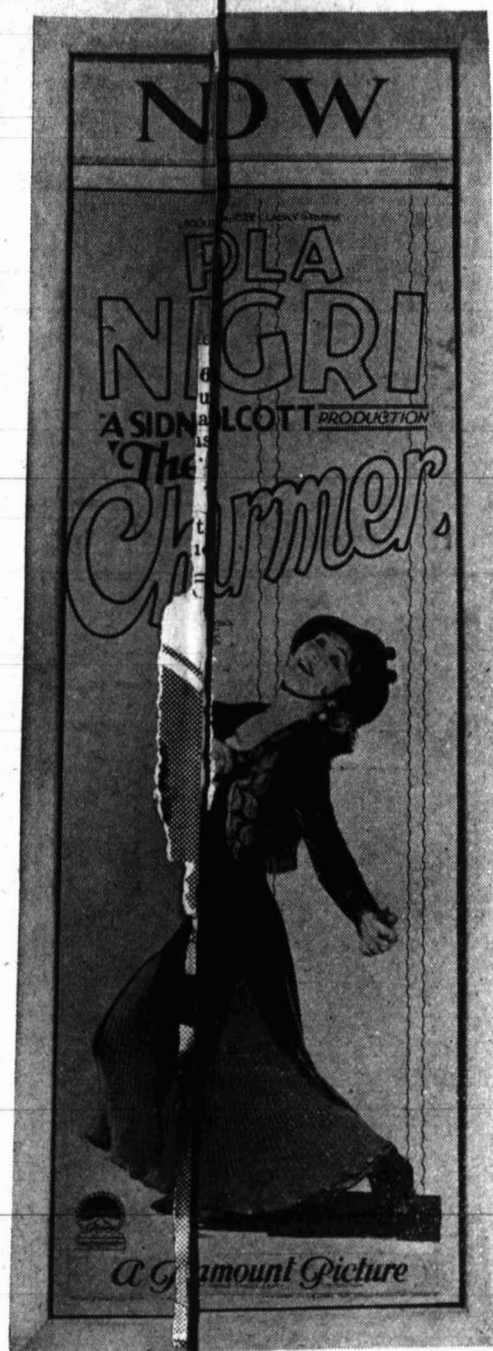
Don't keep the pictures you run  
a secret. There's cash in the  
flash of peppy Paramount paper!



# Sidney Olcott Production "The Charmer"

## PER THAT PACKS THE PUNCH

*Worth Running It's Worth Advertising*



Colored Insert Card



## Ad Catchlines

Flirtatious, audacious, vivacious—Pola Negri as "The Charmer."

When she danced the fandango, men's hearts all went whang-o!

Pola Negri lovelier and livelier than ever.

The story of a peasant dancing girl who was swept into fame—and many love adventures.

More dazzling and colorful than a rainbow!

A picturization of the most popular English novel in many years.

A romantic comedy of Spain and the bright lights of Broadway.

There never was a Negri picture with such a wealth of heart-appeal and rollicking comedy.



Window Card



*Put the picture over the top by putting posters over the town. Here are real business-getters!*



**TWO TRAILERS**

National Green Service, Inc., issues both a service and De Luxe Trailer on "The Charmer." Get in touch with their nearest branch. See Price List on this page.



SET OF EIGHT COLORED LOBBY CARDS

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Three Sheet (3A and 3B).....	.45	Four Column (Adv. Only).....	.25
Six Sheet (6A).....	.75	FOR GENERAL EXPLOITATION	
Twenty-four Sheet (24A).....	2.40	GILT-EDGED FRAMES, (Size 17 x 43 in.)..	1.50
PHOTOS FOR YOUR LOBBY		Insert Cards (14 x 36 in. to fit above).....	.25
22 x 28 (Colored) .....	.40	22 x 28 Gilt Frames .....	1.50
11 x 14 Set of Eight (Colored).....	.60	Heralds, per thousand.....	3.00
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Two Column .....	.65	Window Card .....	.07
Supplementary (Two Column).....	.25	Announcement Slide .....	.15
MATS, ADVERTISING, PRODUCTION, ETC.		Publicity Photos, Each.....	.10
One Column .....	.05	Trailers—National Screen Service	
Two Column .....	.10	126 W. 46th St., New York City	
		845 So. Wabash Ave., Chicago, Ill.	
		917 So. Olive Street, Los Angeles, Cal.	

Press Books and Music Cues are gratis.

## TWO TRAILERS

National Screen Service, Inc., issues both a service and De I Trailer on "e Charmer." Ge touch with their nearest bra See Price Li on this page.

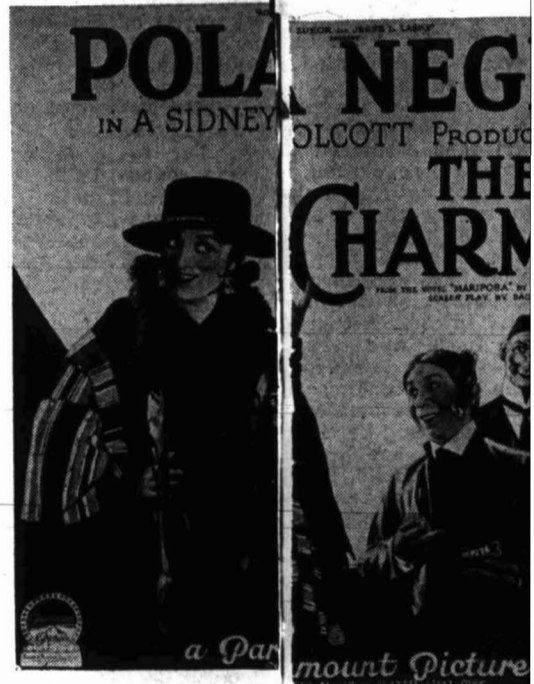


One Sheet Poster 1A

Don't keep the pictures you run a secret. There's cash in the flash of peppy Paramount paper!



Colored Lobby Card (22" x 28")



Six Sheet Poster 6A



Three Sheet Poster 3A



Twenty-four Sheet Poster 24A



## Ad Catchlines

Flirtatious, audacious, vivacious—Pola Negri as "The Charmer."

When she danced the fandango, men's hearts all went whang-o!

Pola Negri lovelier and livelier than ever.

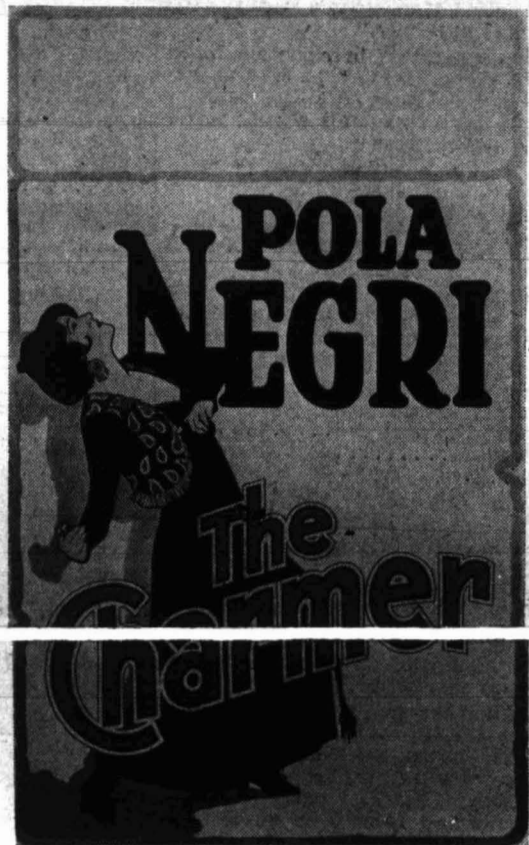
The story of a peasant dancing girl who was swept into fame—and many love adventures.

More dazzling and colorful than a rainbow!

A picturization of the most popular English novel in many years.

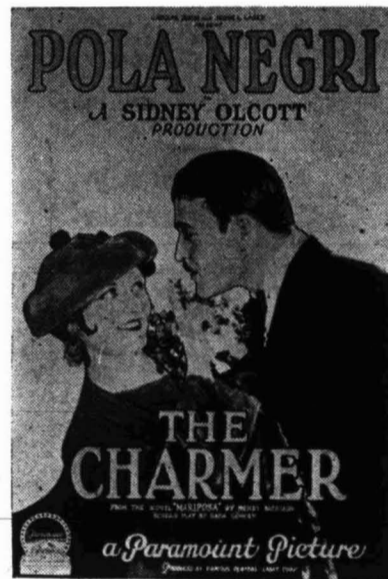
A romantic comedy of Spain and the bright lights of Broadway.

There never was a Negri picture with such a wealth of heart-appeal and rollicking comedy.



Window Card

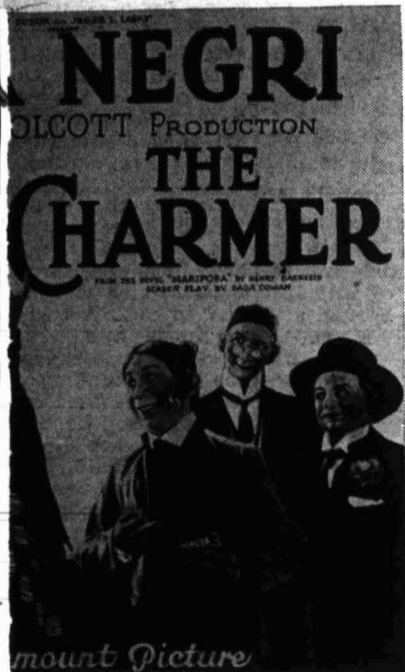
Put the picture over the top by putting posters over the town. Here are real business-getters!



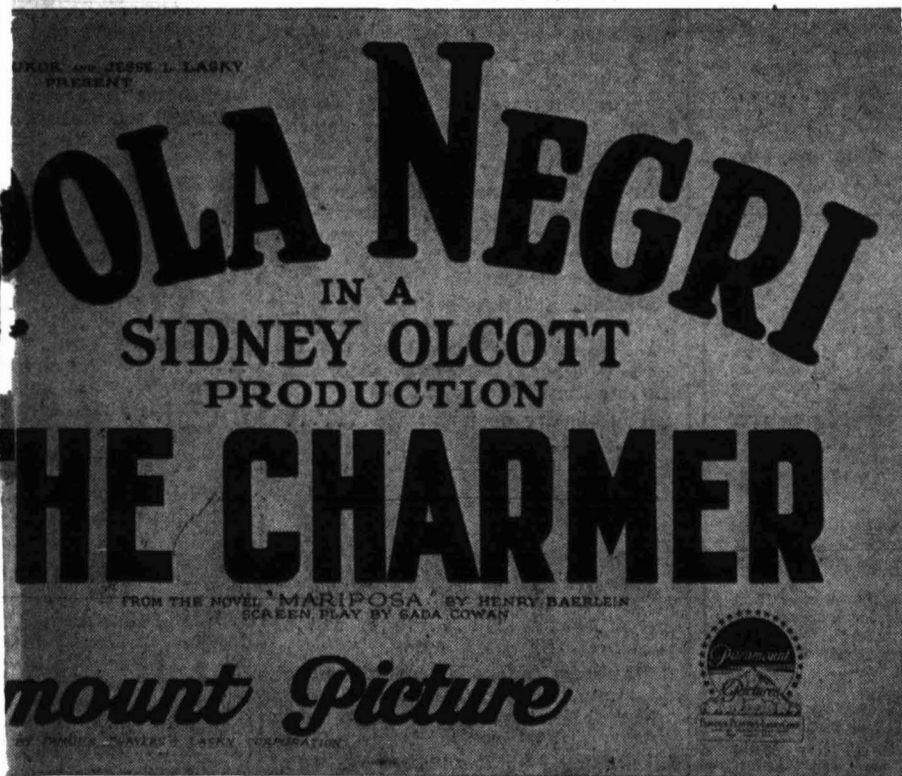
One Sheet Poster 1B



Announcement Slide



Six Sheet Poster 6A



Twenty-four Sheet Poster 24A



Three Sheet Poster 3B

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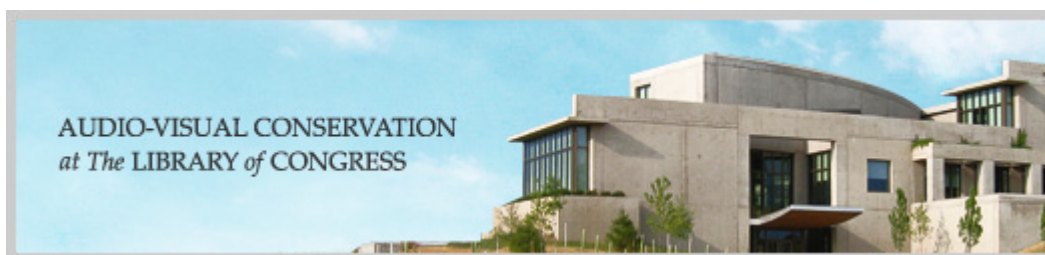
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